Ren | DesignBuild
pvt ltd

"elevating interiors to higher standards"

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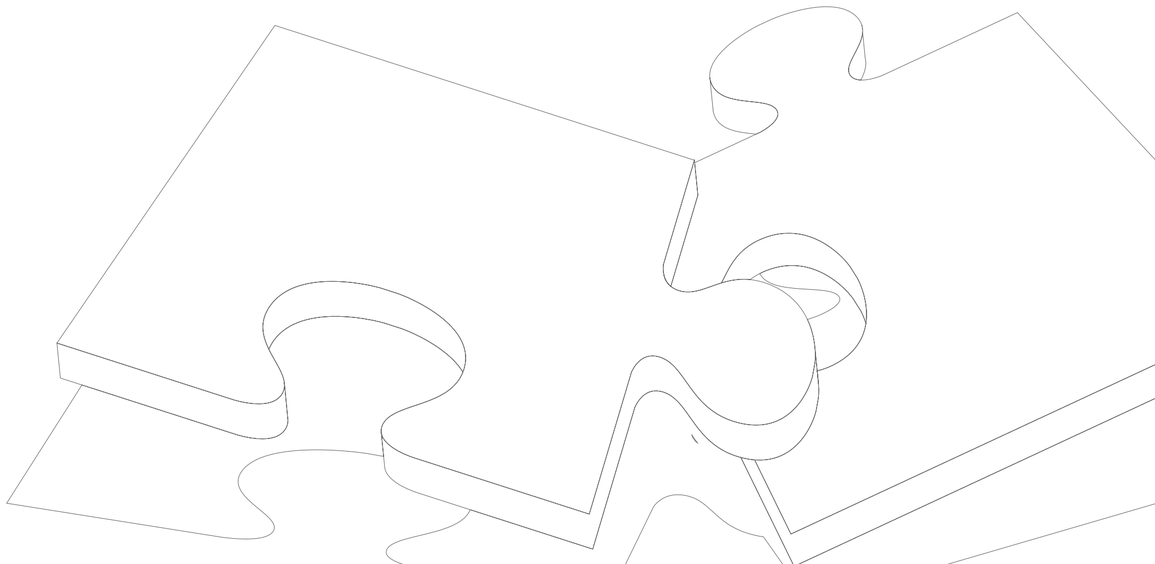
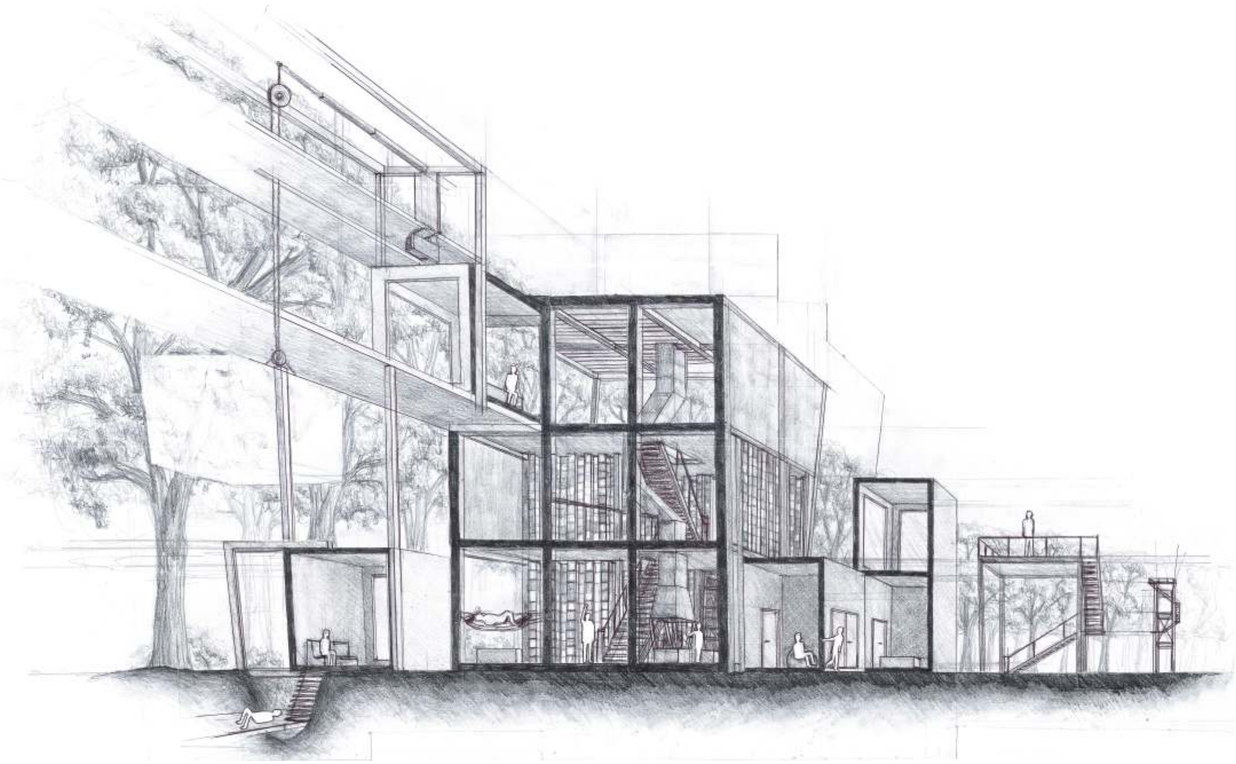
HOSPITALITY COMMERCIAL RESIDENTIAL



Ren|DesignBuild is

Bespoke DesignBuild Solutions
Compartmentalized Solutions
Common Sense Solutions
Sensible Value Engineering Solutions
Customer Centric Solutions
Professional Solutions
Environmentally Friendly Solutions



> "Choose a job you love, and you will never have to work a day in your life."
> *Confucius*

Ren [key] From Japanese (ren) meaning "lotus"

Ren is not a concept that is learned; it is innate, that is to say, everyone is born with the sense of ren. Confucius believed that the key to long-lasting integrity was to constantly think, since the world is continually changing at a rapid pace.

RDB designs interior spaces for living, working and visiting. Interior performance can be measured in human and organizational terms: higher productivity, greater creativity and innovation, increased patronage or sales. "Getting it right" means designing not just for great aesthetic impact, but also for health, comfort, flexibility, functionality and sustainability.
Our teams work collaboratively and strategically to deliver innovation, quality and sustainable performance. Our projects are international and varied in scope. It ranges from; 3, 4 and 5 star hotels, multifamily and single family residences, offices to stores, academic and civic buildings, convention centers, and entertainment and cultural venues.

“ Design is so simple, that’s why it is so complicated.”

Paul Rand

- RESULT BASED CONTRACTING
- DESIGN DEVELOPMENT
- DESIGN & BUILD
- TURNKEY

RenDesignBiild provide the professional services required to complete a successful project for all four methods.

Interior Construction

Furniture selection, procurement, installation and maintenance

Mechanical, Electrical and Plumbing Design and Execution

Design & Design Development Services

Facility Management Coordination

Post Contract services

“ Quality is never an accident, it is always the result of intelligent effort.”

John Ruskin

Our Designers, Carpenters & all other trade works with each other daily and this integrated approach helps us to provide the client with a Quality Project on time & within the *BUDGETS SPECIFIED*.

“ We did more than think out of the box, we redesigned the box.”

anonymous

RenDesignBuild offers clients a flexible approach for a wide range of projects from Design Development & Build to *“ Supply Only ”* of finished interiors items.

Our capabilities extent to :

3, 4 & 5 Star Hotels
Corporate Office Interiors
Corporate Buildings
Residential Buildings
Residential Interiors
Retail Establishments
Restaurants / Cafes
Furnished / Unfurnished Apartments
Public Areas
Banks
Aviation
Villas
Special Projects

"An interior is
is the natural projection
of the soul."

COCO CHANEL

The last few years has seen us expand our presence in India.

In order to capitalize on the immense growth on the subcontinent, Ren DesignBuild has been tailored to tackle the complexities of the Indian Market.

To do so, we have had to be conceptually innovative, by working within existing systems (and their quirks) whilst elevating standards to international levels.

Ren DesignBuild has established strong strategic partnerships with established companies that share the same desire to excel, thereby creating our highly successful hybrid model. This has made us more and more vertically integrated and better to serve you needs.

Of course we're only as good as our people, so we have added what we consider the best, Architects, Designers, Merchandisers, Visualizers, Draughts people, Project Managers, Site Supervisors, Skilled Foreman in Joinery, Civil Work, MEP, Carpenters and Upholsterers as well as a great support staff.

Our Goal is straightforward, with the help of our partners, customers and people -

To take RenDesignBuild to the pinnacle of our business.

"Good Briefs
Hold Everything
In Place."

Rick Advano

Just as the most important part of a building is a sound foundation, so the most important part of an interior project is the brief. This sets out the principal elements of your project. It gives us a deeper insight into what you want to achieve.

We have had design briefs of varying sizes, from one-sentence answers to 25-page documents. From our experience the more thorough the design brief, the more successful the project. This is because our clients who put that much effort and research into one aspect of the project will put the same level of energy into every other area.

However, the same doesn't always apply to funding. Having a large budget is not a short cut. We strive to bring something new and exciting to every project and to do that – we always have to be at *"The Top Of Our Game"*.

So, how do we do a brief? We use the following 7 questions as a scaffold:

1) Objectives and goals of the new design
2) Budget and schedule
3) Target audience
4) Scope of the project
5) Who are your competitors?
6) Overall style / look
7) Any definite 'Do nots'

“ Measure twice, cut once.”

Really Good Carpenter

RenDesignBuild offers a contemporary approach, delivering solutions from concept to completion , consistently meeting and exceeding client expectations .

RenDesignBuild provides interior fit out and refurbishment services usually as a total package or as a specialist nominated contractor .

We have the ability to act as *lead interior design build* contractor on projects and can co ordinate all interior activities when required .

This approach to contract relationships and guaranteed project delivery has been commended by our clients time and again .

“ Design is not just what it looks like and feels like. Design is how it works too.”

Steve Jobs

In preparation for any project, our team will visit the site to get a more intimate sense of the area and spaces. Our mandate is to pull it all together and make it look great, whilst making sure It all *works* for our client and *your* teams. We seek information from everyone involved in the day to day operations of the project, after completion, and find out what elements they need to maximize efficiencies. Then we try and incorporate as much a possible during design, specification and implementation stages. Our firm belief is to make everyone feel like a *"partner"* in the process.

COMPARTMENTALIZATION

INITIAL CONSULTATION	SCHEMATIC DESIGN	FINAL DESIGN	TENDERING	PURCHASING & INSTALLATION	FINAL DELIVERY
DISCUSS SCOPE OF SERVICE DETERMINE GOALS FOR THE PROJECT ESTABLISH BASE TIME LINE DEVELOP PRELIMINARY BUDGET	DESIGN SERVICES AGREEMENT MEASURE AND PHOTOGRAPH ALL RELEVANT SPACES DESIGN PRESENTATION (TO INCLUDE PLANS, ELEVATIONS, RENDERINGS AND CONCEPTUAL PHOTOS AS NEEDED)	MAKE ALL REQUISITE CHANGES TO DRAWINGS AND DESIGN CONCEPTS AS DETERMINED DURING PRELIMINARY DESIGN PRESENTATION REVIEW AND APPROVE FINAL DRAWINGS WITH CLIENT	BILL OF QUANTITY SELECT SUB CONTRACTORS SUBMISSION OF DRAWINGS AND PROPOSAL	REVIEW DRAWINGS AS PER PROJECT REQUIREMENT REVIEW PURCHASE ORDERS WITH CLIENT AND PLACE ORDER UPON APPROVAL OVERSEE INSTALLATION OF FURNISHINGS AND DESIGN CONCEPTS TO INCLUDE REGULAR SITE VISITS	FINAL WALK-THROUGH WITH CLIENT HELPFUL TIPS AND ADVICE RELOCATION AND COORDINATION FINAL DOCUMENTATION MAKE FINAL PAYMENT SPACE READY FOR OCCUPANCY

Design Process

Rendesignbuild has developed a specific design process which is divided into key phases; Programming, Conception, Developing, Resolving, Detailing, Documenting, and Realization. We create a success strategy from the onset to meet the project management and design needs for each client.

Our exceptionally talented team produced high end quality design from our interior detailing to the *"Final Dressing"*.

The difference is in the details!

What do we mean by design ?

CONCEPT → SCHEMATIC → DD → GFC → SD → ABD

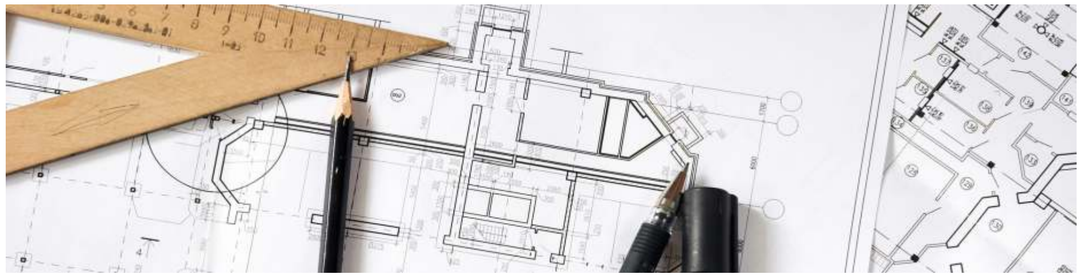
DD — Design Drawing
Where clients have a preferred designer, we partner with them and engage in the DD process to suit the client's site/budget requirements and value engineer the design keeping alive main designer's intent

GFC — Good For Construction
Working drawings and details are produced in house as a process of integrating value engineering and design detailing

SD — Shop Drawing
All construction drawings are developed into shop drawings to allow and accommodate for various site conditions and variances
"We do not build on GFC drawings"- we use them as a basis to initiate construction documentation

ABD — AsBuild Drawings
Asbuilts are produced in real time and handed over to the client

SPEC Manual — Specifications Manual
We also prepare a comprehensive specification manual for the materials



WE PROVIDE SERVICES RIGHT FROM INITIAL BRIEF; WHERE WE AUTHOR THE DESIGN, AND ESTABLISH THE DESIGN DEVIATION.

Programming

The programming phase is the predesign phase and is critical to determine scope of work and identify the project team. Understanding the critical path of the project provides the basis of the project timeline.

The client's aesthetic wishes for the project level of detail and finishes, function needs, furnishing style, budgetary requirements and identifying preferred vendors are key to programming every project.

Concept

The first design phase is the concept phase.
In many cases this phase may be broken into two distinct milestones; concept and schematic design.

Within the concept milestone; plan review, space planning, mood imagery, and initial material palette ideas are developed.
Within the schematic milestone; interior sketches, elevations, ceiling designs, flooring patterns, furnishing mood and preliminary finish selections are developed for the key spaces.

Design Development

Once the project team has fulfilled the concept and programming phase, the design development phase builds on those decisions reaching to the entire project scope, past that of the key spaces.

This phase pushes the design concept into every corner of the project to develop and understand all of the interior spaces and how each space will function. At this point in the project the main objective is to ensure the design and function needs are working together in harmony.

> "The devil is in the details... It makes a great deal of difference."
> *Joseph Biden*

Resolving

After the design development phase is completed, the project is at the point where the design can be resolved; when all of the decisions of the clients and design team come together and the interior design documentation begins to take shape.

A preliminary set of documents may be issued, including; furniture plans, reference plans, ceiling plans, flooring and tile plans, lighting plans and interior elevations.

Detailing

Once the client has approved the design phases, the in depth detailing of the project's design begins. In this phase the interior design drawings are fully coordinated with consultants and vendors as needed. The detail work is required to ensure the design execution is created.

> “Design is thinking... made visual.”
>
> *Saul Bass*

Documentation

After the design details are developed and coordinated, the production of the working drawings are developed with the required construction information. In addition to the set of drawings, supplemental specification packages of plumbing, lighting, cabinetry, finishes and paint schedules are submitted. The documentation type is specifically tailored to the needs of the project and client.

Realization

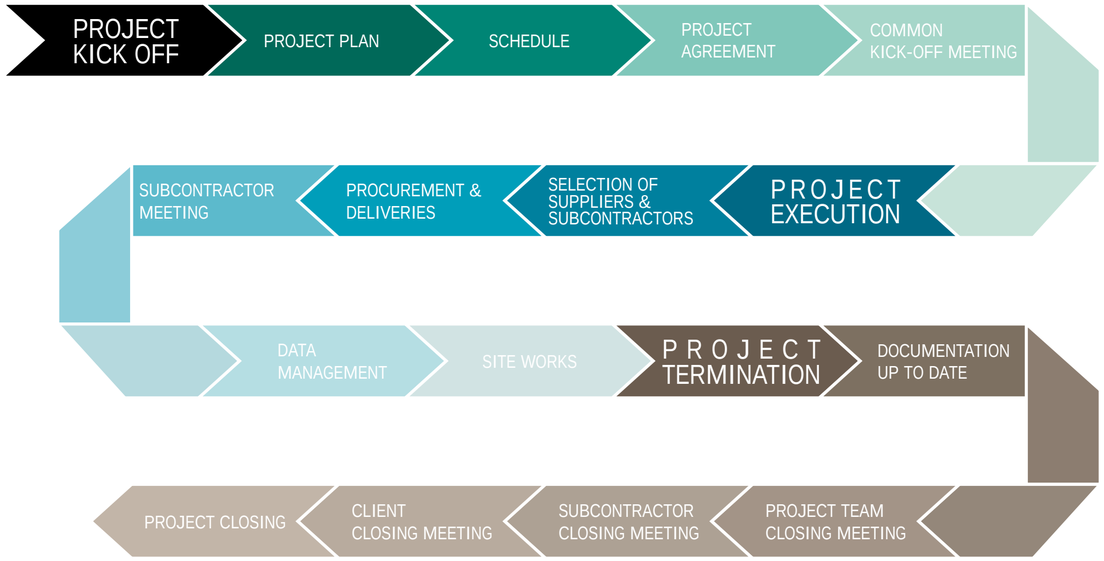
The implementation of the design is overseen by the design team. They work closely with the consultants and contractor, problem solving as needed, through all stages of the construction process. This phase also includes review of shop drawings and other consultant coordination as the reality of the spaces comes to life.

Installation of the furnishings and adding the final touches are the conclusion and most exciting milestone of the *REALIZATION* of the design for each project.

Work Process

Through constant coordination both internal and external, continuous feedback and prompt corrective/preventive action is effectively implemented through the *“build”* process. We endeavor to ensure Total Client Satisfaction of all aspects and products.

What do we mean by build ?



> “Creativity is intelligence having fun.”
>
> *Albert Einstein*

Quality Control

Quality control, (QC), involves our regular review of the quality of all factors involved in through all the services we offer. This approach places an emphasis on three aspects.

Our QS Teams place an emphasis on three aspects,

1) Elements such as controls, job management, defined and well managed processes, performance and integrity criteria, and identification of records.

2) Competence, such as knowledge, skills, experience, and qualifications.

3) Soft elements, such as personnel, integrity, confidence, organizational culture, motivation, team spirit, and quality relationships.

Controls include constant reviews and inspection, where everything we produce is vetted or examined visually for accuracy and detail. Our teams are provided with lists and descriptions of anything unacceptable, they know the quality of the outputs is at risk if any of these three aspects is deficient in any way. If anything is found wanting, it is reported to management who make take the necessary action if the resolution requires it.

Transparency

Our Turnkey DNA is prevalent through all our projects. We involve our clients and all contributors to the project in all facets of the work. Even when we are not the main designers, our clients and their design teams benefit from having one of the most vertically integrated organizations behind their projects. One of the major attributes of our philosophy is *“GETTING IT RIGHT THE FIRST TIME”*.

We even encourage our clients to establish a live feed from the site.

Environment / Health & Safety

Our commitments are to:

Seek to achieve zero harm to people and minimal impact on the environment through our business operations.

Systematically manage health, safety and environmental matters.

Rigorously audit and review the safety implications of our activities.

Minimize the consumption of energy and global resources and the generation of non-recyclable waste.

Consult with staff and encourage active participation at all levels within our businesses.

Learn and benefit from our experiences and the experiences of others.

> “We make no apologies for setting high standards.”
>
> *Nancy Zimpher*

RenDesignBuild's

3 tage approval of build

- on shell
- on prefinish
- on finished handover

Quality Control Supervisor ensure conformity of the three stage approval of the build design as per shop production management information system.

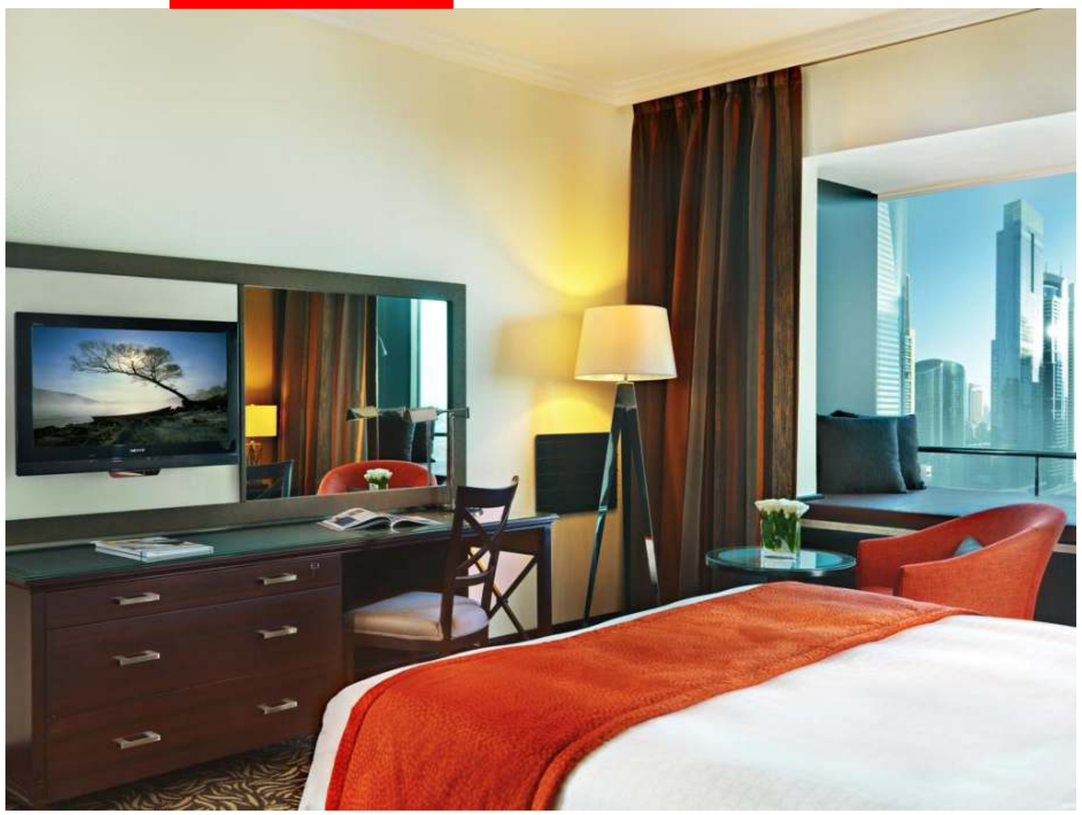
> "Quality means doing it right, when no one is looking."
>
> *Henry Ford*

WHY Ren ?

- **Potential Cost Savings**
  RenDesignBuild has the potential to reduce overall project cost
- **Earlier Project Completion**
  Working with RenDesignBuild will result in earlier completion of the project because there is no Dead time between completion of design and start of construction
- **Reduced Claims Exposure**
  RenDesignBuild eliminates the liability gap
- **New Technologies**
  RenDesignBuild endeavours to select the latest and most cost effective materials
- **Over-All Project Optimization**
  Design-bid-build can suffer from sub-optimization when individual project participants optimize their own positions
- **Reduced Administrative Burden**
  Working with RenDesignBuild may reduce the administrative burden on the client
- **Earlier Cost Visibility**
  The total cost of the project is apparent earlier with RenDesignBuild
- **Compartmentalization of our Services**
  Though we consider that the Design Build model is the optimal method to carry out your interiors projects, we realize that in some instances this is not feasible

A partial list of our esteemed clients

SWATCH GROUP
JET AIRWAYS (I) PVT LTD
GOLDS GYM
SUN N SAND
FINANCIAL TECHNOLOGIES PVT LTD
ELECTRONIC BROKING SERVICES (I) LTD
AIR INDIA LTD
SAHARA AIRLINES
ANITA INTERNATIONAL
SHADOW FILMS PVT LTDMEGAPODE AIRLINES
FILM LOGIC
MAK TELEVISION NETWORK
BOMBAY DEYING
HOLIDAY INN - SURAT
OMAN AIR
PATEL ENGINEERING
PATEL REALTY (I) LTD.
INDAGE RESTAURANTS & LEISURE PVT. LTD.
PROVOGUE (I) LTD.
KAYSONS SAREES
WYM
GINI & JONY APPARELS PVT. LTD.
SHEETAL ETHNIC STORE
HOTEL TRANSIT PVT. LTD.
MAX AEROSPACE & AVIATION PVT. LTD.



AL Manzel Hotel
Nirmal Lifestyles
Diageo
St. Moritz Café
Al Harbi Group
Union Properties
Xclusive Yachts
Jumeirah English Speaking School
Dubai College
School of Research Science
Dubai Customs & Ports
The Ajman Palace Hotel
Grand Hyatt
Raffles Hotel
Fairmont Hotel
Towers Rotana Hotel
Hilton Hotel
Hilton Kampala
Intercontinental Hotels
Chik Chik Angola Hotel
Millenium Hotels
Dubai International Hotel
Chelsea Group
Corel Hotels
Dubai Marine Beach Resort & Spa
London Crown Group of Hotels
Lotus Downtown Hotels
Lotus Group of Hotel
Majestic International Hotel

"The customer's perception is your reality."

Kate Zabriskie